

PATENTS *#3/A
CL
02/04/02*IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Dimitri Kanevsky, et al.

Examiner: Donald L. Champagne

Serial No: 09/422,195

Art Unit: 2162

Filed: October 21, 1999

Docket: YOR919990321US1 (12837)

For: SYSTEM AND METHOD FOR GROUP
ADVERTISEMENT OPTIMIZATION

Dated: February 4, 2002

Assistant Commissioner for Patents
United States Patent and Trademark Office
Washington, D.C. 20231AMENDMENT

Sir:

In accordance with the Office Action dated November 2, 2001, please amend
the above-identified application as follows:

IN THE CLAIMS:

Please amend Claims 1-8, 11, 16-23, 26, 29-36 and 39 as follows:

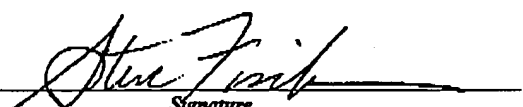
- A1* *Sub B1* *>*
1. (Amended) A system for generating an advertisement optimized for two or more persons located at a public location, said system comprising:
- means for obtaining data relating to characteristics of said two or more persons at a public location during a period of time;

CERTIFICATION OF FACSIMILE TRANSMISSION

I hereby certify that this paper is being facsimile transmitted to the Patent and Trademark Office on the date shown below.

Dated: February 4, 2002

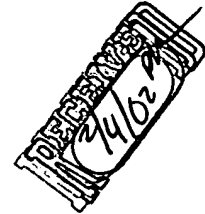
Grace Colucci
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AMENDMENT TRANSMITTAL LETTER (Large Entity)				Docket No. YOR919990321US1 (12837)	
Applicant(s): Dimitri Kanevsky, et al.					
Serial No. 09/422,195	Filing Date October 21, 1999	Examiner Donald L. Champagne	Group Art Unit 2162		
Invention: SYSTEM AND METHOD FOR GROUP ADVERTISEMENT OPTIMIZATION					
<u>TO THE ASSISTANT COMMISSIONER FOR PATENTS:</u>					
Transmitted herewith is an amendment in the above-identified application.					
The fee has been calculated and is transmitted as shown below.					
CLAIMS AS AMENDED					
	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST # PREV. PAID FOR	NUMBER EXTRA CLAIMS PRESENT	RATE	ADDITIONAL FEE
TOTAL CLAIMS	41 -	41 =	0 x	\$18.00	\$0.00
INDEP. CLAIMS	3 -	3 =	0 x	\$84.00	\$0.00
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					\$0.00
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT					\$0.00
<p><input checked="" type="checkbox"/> No additional fee is required for amendment.</p> <p><input type="checkbox"/> Please charge Deposit Account No. _____ in the amount of _____ A duplicate copy of this sheet is enclosed.</p> <p><input type="checkbox"/> A check in the amount of _____ to cover the filing fee is enclosed.</p> <p><input checked="" type="checkbox"/> The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 50-0510/IBM A duplicate copy of this sheet is enclosed.</p> <p><input checked="" type="checkbox"/> Any additional filing fees required under 37 C.F.R. 1.16.</p> <p><input checked="" type="checkbox"/> Any patent application processing fees under 37 CFR 1.17.</p>					
 Steven Fischman Registration No. 34,594			Dated: February 4, 2002		
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**SCULLY, SCOTT, MURPHY
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Serial No. 09/422,195		Filing Date October 21, 1999	Examiner Donald L. Champagne	Docket No. YOR919990321US1 (12837) Group Art Unit 2162
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Invention: SYSTEM AND METHOD FOR GROUP ADVERTISEMENT OPTIMIZATION

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